

CONTRACT

WUAB
 1717 East 12th Street
 Cleveland, OH 44114
 (216) 771-1943

And:

Strategic Media Placement.
 7669 Stagers Loop
 Delaware, OH 43015

Contract / Revision 830959 /		Alt Order #
Product OH US SEN JOSH MANDEL OCT 2-OCT 9 TV		
Contract Dates 10/02/12 - 10/09/12		Estimate # 2795
Advertiser Mandel, J/US Senate/R		Original Date / Revision 10/01/12 / 10/01/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WUAB	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling Cash In Advance		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WUAB	10/02/12	10/05/12	M-F 7-730p	7-730p		:30			NM	4	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$475.00			
N 2	WUAB	10/08/12	10/09/12	M-F 7-730p	7-730p		:30			NM	2	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$475.00			
N 3	WUAB	10/02/12	10/05/12	M-F 730-8p	730-8p		:30			NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$375.00			
N 4	WUAB	10/08/12	10/08/12	M-F 730-8p	730-8p		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	M-----				1	\$375.00			
N 5	WUAB	10/02/12	10/05/12	Action News at 10p	10-11p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-TWTF--				4	\$300.00			
N 6	WUAB	10/08/12	10/09/12	Action News at 10p	10-11p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/08/12	10/14/12	MT-----				2	\$300.00			
Totals											17	\$6,525.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/09/12	17	\$6,525.00	\$5,546.25
Totals	17	\$6,525.00	\$5,546.25

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



JOSH MANDEL

8300954

Revision #: 0 Date: 10/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2795
Media: TV Description: OH US SEN JOSH MANDEL OCT2-OCT 9 TV
Product: GENERAL Flight Start Date: 10/2/12 5:00:00 AM
Market: Cleveland Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

DM
10/11

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days										Total Spots
					Dur	Tue 10/2	Wed 10/3	Thu 10/4	Fri 10/5	Sat 10/6	Sun 10/7	Mon 10/8	Tue 10/9		
WUAB-TV															
111	MTuWThF 7:00p-7:30p TWO & HALF MEN	PA	\$475.00	\$403.75	30	1	1	1	1	0	0	1	1		6
112	MTuWThF 7:30p-8:00p TWO&HALF MEN B	PA	\$375.00	\$318.75	30	1	1	1	1	0	0	1	0		5
113	MTuWThFSaSu 10:00p-11:00p ACTION NWS@10<	RT	\$300.00	\$255.00	30	1	1	1	1	0	0	1	1		6
Total Spots:					3	\$	\$	\$	3	0	0	\$	\$	2	17
Total Cost:						\$6,525.00									\$5,546.25
Total						OCT 12 \$6,525.00									\$5,546.25

Disclaimer:

Signature: _____



Summary by Station/System

Date: 10/1/2012

Client: OH- US SEN- JOSH MANDEL- 2012 Estimate: 2795
Media: TV Description: OH US SEN JOSH MANDEL OCT2-OCT 9 TV
Product: GENERAL Flight Start Date: 10/2/12 5:00:00 AM
Market: Cleveland Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WUAB-TV	17	\$6,525.00	100%	\$5,546.25	100%
Market Total:	17	\$6,525.00		\$5,546.25	